

VICTORIAN
GOVERNMENT
ADVERTISING
EXPENDITURE
2010–11

INTRODUCTION

The intent of this report is to provide an overview of government advertising expenditure for the period 1 July 2010 to 30 June 2011. Through this report the Government extends its commitment to promoting transparency and accountability in relation to advertising expenditure.

Government has an obligation to inform Victorians about services, legislation and public policy which may directly impact and affect them as individuals and as a community, for example being prepared for emergencies. Government also has a responsibility to be open and accountable, ensuring fairness and appropriateness in all of its communication with Victorians.

BACKGROUND

The Master Agency Media Services (MAMS) State Purchase Contract (SPC) aggregates media spend for the whole-of-government in order to achieve value for money through savings, discounts, benefits and strategic service efficiencies.

All government advertising is purchased through the MAMS contract. The figures quoted in this report are for media advertising expenditure purchased through MAMS only.

USER PROFILE

There are approximately 480 current MAMS users that access the contract to qualify for the significantly discounted media rates. In 2010–11, MAMS users included;

1. All 11 Victorian State **Government departments**
2. **Public Bodies** (which includes but is not limited to Statutory Authorities, Public Entities, Special Bodies and other users) such as: Transport Accident Commission, Tourism Victoria, WorkSafe Victoria, VicUrban, Ambulance Victoria, TAFE institutes, Cancer Council of Victoria (Quit), VicRoads, public hospitals, public schools and the Victorian Electoral Commission.

ADVERTISING CATEGORIES

Government advertising includes three distinct categories.

- › **Campaign** advertising involves paid media placement and is designed to inform, educate, motivate or change behaviour.
- › **Functional** advertising is specifically for tenders and public notices (including calls for submissions, legal notices, road closures, notifications of public meetings).
- › **Recruitment** advertising is for the promotion of a specific job vacancy. Large scale industry recruitment is considered 'campaign' advertising.

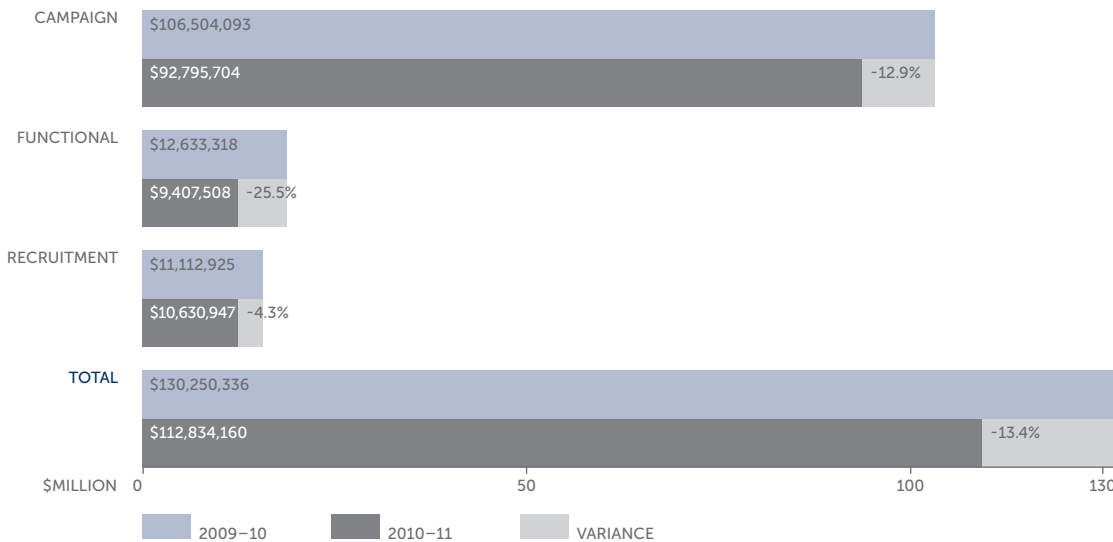
SUMMARY OF 2010–11 EXPENDITURE

Total advertising expenditure from 1 July 2010 to 30 June 2011 was **\$112,834,160**

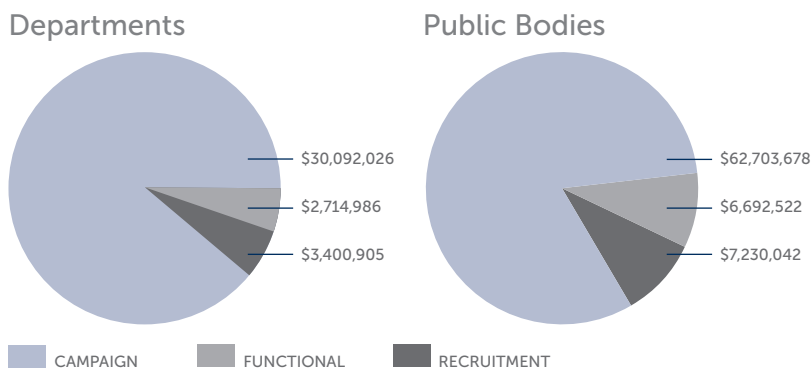


- Public Bodies are the largest users of the MAMS contract.

EXPENDITURE BREAKDOWN



ADVERTISING BY CATEGORY 2010–11



Functional

- The highest spenders on functional advertising for 2010–11 include VicRoads and the North Melbourne Institute of TAFE.

Recruitment

- The highest spenders on recruitment advertising for 2010–11 include health providers (hospitals) and the Department for Education and Early Childhood.

CAMPAIGN EXPENDITURE

CAMPAIGN BREAKDOWN	2009–10	2010–11
Departments	\$43,312,745	\$30,092,026
Public Bodies	\$63,191,348	\$62,703,678

Campaign spend analysis

- › Public Bodies consistently represent the largest spend on campaign advertising activity.
- › Government department expenditure has been reduced by 30.5% year on year.

TOP 5 ADVERTISERS BY CAMPAIGN EXPENDITURE

ADVERTISER	CAMPAIGN EXAMPLES	MEDIA SPEND 2010–11
Transport Accident Commission	Seatbelts, The Ripple Effect, Drink Drive	\$17,536,702
Department of Justice	Bushfire Awareness, Problem Gambling	\$14,625,110
WorkSafe	Muscular skeletal disorders, Work Health, Who's There?, Return to Work	\$9,281,945
Tourism Victoria	Melbourne campaign, Daylesford tourism campaign	\$7,961,789
Cancer Council Victoria	Quit, Sun Smart, Pap Screen	\$6,269,412

TOP 5 CAMPAIGNS BY MEDIA EXPENDITURE

ADVERTISER	CAMPAIGN	MEDIA SPEND 2010–11
Department of Justice	Problem Gambling	\$5,469,815
Department of Justice	Bushfire Awareness	\$5,209,435
Transport Accident Commission	The Ripple Effect	\$3,430,481
Victoria Police	Police Recruitment	\$3,042,248
Tourism Victoria	Melbourne campaign	\$2,853,030

ADVERTISING CAMPAIGN SUMMARIES

Department of Justice: *Problem Gambling*

Problem gambling campaigns build awareness of gambling help services and the support options available to problem gamblers, their family and friends. These campaigns encourage and positively reinforce help seeking behaviour. They also raise awareness of the potential harm arising from excessive gambling and encourage a responsible approach amongst the general community. During the reporting period \$5,469,815 was spent on media advertising.

Department of Justice: *Bushfire Awareness*

The Victorian Government has a commitment to delivering critical information to assist the community to prepare for the bushfire season. The objective of this campaign was to encourage Victorians to be prepared for the bushfire season and to communicate practical information about how to survive in an emergency. The campaign reinforced messages about neighbourhood safer places, total fire ban days and the fire danger rating system. During the reporting period \$5,209,435 was spent on media advertising.

Transport Accident Commission (TAC): *The Ripple Effect*

TAC delivers road safety and public education campaigns that are designed to meet obligations in the *Transport Accident Act 1986* (S8d). The strategy of *The Ripple Effect* campaign was to reach an increasingly apathetic motoring public by telling the story of the grief associated with road trauma, and to continue to deliver the 'slow down' message to all Victorian road users. During the reporting period \$3,430,481 was spent on media advertising.

Victoria Police: *Recruitment*

The Victoria Police recruitment campaign was designed to attract candidates to apply for a diverse range of roles at Victoria Police. The campaign promoted careers for police members, protective services officers and police support staff. During the reporting period \$3,042,248 was spent on media advertising.

Tourism Victoria: *Melbourne (Phase 9)*

Tourism Victoria's *Melbourne (Phase 9)* campaign was designed to increase tourism and visits to Victoria by promoting Melbourne's unique events and experiences to regional, interstate and international audiences. The objective of this campaign was to support the Victorian tourism industry, increase tourism employment and support Victorian businesses. During the reporting period \$2,853,030 was spent on media advertising.

GOVERNMENT ADVERTISING EXPENDITURE-HISTORICAL COMPARISON



Notes:

1. Two suppliers deliver services for the MAMS contract: Mitchell & Partners (campaign and functional advertising) and ZenithOptimedia (recruitment advertising).
2. Due to the State election, the Government assumed a caretaker role during the period between 2 November and 2 December 2010. In line with established conventions, only essential campaign information with a public benefit ran during this period.
3. The MAMS contractor is responsible for providing end of financial year expenditure figures. The figure originally reported for 2009-10 was \$124,302,957. The contractor advised DPC in August 2011 of their error. The figures published in this report reflect that advice.

